AMENDMENTS TO THE CLAIMS:

1-62. Canceled.

63. (Withdrawn) A method for reducing bandwidth by selectively sending media information over a communications network, comprising:

determining whether to transmit media information from a calling party terminal to a receiving party terminal;

transmitting voice information from the calling party terminal to the receiving party terminal; and

processing the voice information at the receiving party terminal,

wherein, if it is determined to transmit media information:

transmitting the voice information comprises selecting at least one format for transmitting the media information and transmitting the media information in the selected at least one format to the receiving party terminal with the voice information; and

processing the voice information comprises displaying the transmitted media information at the receiving party terminal; and

wherein, if it is determined not to transmit media information:

processing the voice information comprises displaying an image stored in the memory of the receiving party terminal

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64. (Withdrawn) The method of claim 63, wherein the selected at least one format for transmitting the media information comprises at least one of the following:

(a)   streaming video,

(b)   short-time video script,

(c)   a still image, and

(d)   a virtual image created by the calling party

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65.   (Withdrawn) The method of claim 64, wherein the at least one format for transmitting the media information are hierarchically ordered according to the bandwidth requirement to transmit the selected media information.

66.   (Withdrawn) The method of claim 65, wherein the hierarchical order is video stream, short-time video script , the still image, and the virtual image created by the calling party.

67.   (Withdrawn) The method of claim 63, wherein transmitting the media information comprises repeatedly transmitting the media information in the selected at least one format over successive periods of time within a call.

68.   (Canceled)

69.   (Withdrawn) The method of claim 64 , wherein the virtual image created by the calling party comprises an image of the calling party.

70.   (Withdrawn) The method of claim 63, wherein the image stored in the memory of the receiving party terminal comprises one of a short-time video script, a still image, an animation, and a virtual image created by the calling party .

71.   (Withdrawn) The method of claim 64 , wherein the virtual image created by the calling party comprises an emoticon to coincide with a mood of the calling party.

72-74. (Canceled)

75.   (Previously presented) A method for reducing bandwidth in a communications network, comprising:

pre-storing, in a receiving party terminal, a virtual image created by the receiving party based on at least one of the receiving party's prior knowledge of a calling party and the receiving party's own perception of the calling party; and

displaying the virtual image on the receiving party terminal when a call is received from a terminal of the calling party.

76.   (Previously presented) The method of claim 75, further comprising determining an identity of the calling party when the call is received, and retrieving the pre-stored virtual image in response to the determined identity.

77.   (Previously Presented) The method of claim 76, wherein said determining is performed based on caller identification information associated with the call.

78.   (Previously presented) The method of claim 75, wherein said displaying step further comprises displaying the virtual image on the receiving party terminal during an idle period when no media information is received from the calling party terminal.

79.   (Previously presented) The method of claim 75, wherein said displaying step further comprises displaying the virtual image on the receiving party terminal during a period when only voice information is received from the calling party terminal.

80.   (Withdrawn) The method of claim 63, wherein the calling party and the receiving party negotiate whether to transmit media information from the calling party terminal to the receiving party terminal.

81.   (Withdrawn) The method of claim 63, wherein the calling party and the receiving party negotiate the selected at least one format for transmitting the media information.

82.   (Withdrawn) The method of claim 63, wherein the receiving party selects the at least one format for transmitting the media information.

83.   (Withdrawn) The method of claim 81, wherein the calling party or the receiving party can unilaterally change the selected at least one format for transmitting the media information.

84.   (Withdrawn) The method of claim 63, wherein the receiving party determines whether to receive media information from the calling party terminal.

85.   (Withdrawn) The method of claim 80, wherein the calling party or the receiving party can unilaterally change whether to transmit media information from the calling party terminal to the receiving party terminal.

86.   (Withdrawn) The method of claim 63, wherein an identification of the selected at least one format for transmitting the media information is stored in association with calling party identification information, and determined at the receiving party terminal.

87.   (Withdrawn) The method of claim 86, wherein the identification is provided to the calling party and the receiving party.

88.   (Withdrawn) The method of claim 63, wherein the image stored in the memory of the receiving party terminal comprises one of a short-time video script, a still image, an animation, a virtual image created by the receiving party.

89.   (Withdrawn) The method of claim 64, wherein the media information comprises a control signal that causes the receiving party terminal to display an emoticon coinciding with the mood of the calling party.

90.   (Previously presented) The method of claim 75, further comprising selecting at least one format for transmitting media information from the calling party terminal.

91.   (Previously presented) The method of claim 90, wherein the selected at least one format for transmitting the media information comprises at least one of the following:

(a)   streaming video,

(b)   short-time video script,

(c)   a still image, and

(d)   a virtual image created by the calling party.

92.   (Previously presented) The method of claim 90, wherein an identification of the selected at least one format for transmitting the media information is stored in association with calling party identification information, and determined at the receiving party terminal.

93.   (Previously presented) The method of claim 90, wherein the receiving party selects the at least one format for transmitting the media information.

94.   (Previously presented) The method of claim 90, wherein the calling party and the receiving party negotiate the selection of the at least one format for transmitting the media information.

95.   (Previously presented) The method of claim 90, wherein the calling party or the receiving party can unilaterally change the selected format for transmitting the media information.

96.   (Previously presented) The method of claim 91, wherein the virtual image created by the calling party comprises an avatar.

97.   (Previously presented) The method of claim 92, wherein the identification is provided to the calling party and the receiving party.

98.   (Withdrawn) The method of claim 63, wherein the calling party selects the at least one format for transmitting the media information.

99.   (Previously presented) The method of claim 90, wherein the calling party selects the at least one format for transmitting the media information.